

ORDER



Orders
Order / Rev: 705559
Alt Order #: 06268943
Product Desc: NRCC IE
Estimate: 2978
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: Political

KXTV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Republican Cong. Committee
Demographic: A35-64
Product Codes: IS-Issue/Ballot,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	52	\$50,655.00	\$43,056.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$50,655.00	\$43,056.75	63.30
Totals	52	\$50,655.00	\$43,056.75	63.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	17%	\$50,655.00
Market	100%	\$297,970.59

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	15%	\$44,695.59
KFTL	0%	\$0.00
KMAX	7%	\$20,857.94
KOVR	30%	\$89,391.18
KQCA	6%	\$17,878.24
KSPX	0%	\$0.00
KTXL	25%	\$74,492.65
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/22/12	10/22/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	M- - - - -	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -			2		\$300.00		0.50				
E 2	KXTV	10/23/12	10/23/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	- T- - - - -	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KXTV	10/23/12	10/23/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	-T-----	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			2		\$300.00			0.50			
E 3	KXTV	10/24/12	10/24/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	--W----	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			2		\$300.00			0.50			
E 4	KXTV	10/25/12	10/25/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	---T---	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			2		\$300.00			0.50			
E 5	KXTV	10/19/12	10/19/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	----F--	:30	2	\$300.00	P-3	0.50	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			2		\$300.00			0.50			
E 6	KXTV	10/22/12	10/22/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	M-----	:30	2	\$600.00	P-3	0.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			2		\$600.00			0.80			
E 7	KXTV	10/23/12	10/23/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	-T-----	:30	2	\$600.00	P-3	0.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			2		\$600.00			0.80			
E 8	KXTV	10/24/12	10/24/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	--W----	:30	2	\$600.00	P-3	0.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			2		\$600.00			0.80			
E 9	KXTV	10/25/12	10/25/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	---T---	:30	2	\$600.00	P-3	0.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			2		\$600.00			0.80			
E 10	KXTV	10/19/12	10/19/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	----F--	:30	2	\$600.00	P-3	0.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			2		\$600.00			0.80			
E 11	KXTV	10/22/12	10/22/12	M-F 7-9am GMA 7-9am	CM	7-9a	M-----	:30	1	\$825.00	P-3	1.10	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$825.00			1.10			
E 12	KXTV	10/23/12	10/23/12	M-F 7-9am GMA 7-9am	CM	7-9a	-T-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			2		\$825.00			1.10			
E 13	KXTV	10/24/12	10/24/12	M-F 7-9am GMA 7-9am	CM	7-9a	--W----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			2		\$825.00			1.10			
E 14	KXTV	10/25/12	10/25/12	M-F 7-9am GMA 7-9am	CM	7-9a	---T---	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			2		\$825.00			1.10			
E 15	KXTV	10/19/12	10/19/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	3	\$825.00	P-3	1.10	NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			3		\$825.00			1.10			
E 16	KXTV	10/20/12	10/20/12	Sat 7-8a Good Morning America	CM	7-8a	-----S-	:30	1	\$640.00	P-3	0.70	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KXTV	10/20/12	10/20/12	Sat 7-8a Good Morning America	CM	7-8a -----S-	:30	1	\$640.00	P-3	0.70	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$640.00			0.70			
E 17	KXTV	10/21/12	10/21/12	Sun 7-8a Good Morning America	CM	7-8a -----S	:30	1	\$600.00	P-3	0.70	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$600.00			0.70			
E 18	KXTV	10/21/12	10/21/12	Sun News 8-9a News10 Sun @ 8a	CM	8-9a -----S	:30	1	\$565.00	P-3	1.10	NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$565.00			1.10			
E 19	KXTV	10/24/12	10/24/12	M-F 4-5p Ellen	CM	4p-5p --W----	:30	1	\$1,200.00	P-3	1.50	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1		\$1,200.00			1.50			
E 20	KXTV	10/25/12	10/25/12	M-F 4-5p Ellen	CM	4p-5p ---T---	:30	1	\$1,200.00	P-3	1.50	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1		\$1,200.00			1.50			
E 21	KXTV	10/21/12	10/21/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p -----S	:30	1	\$600.00	P-4	0.70	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$600.00			0.70			
E 22	KXTV	10/22/12	10/22/12	M-F 630-7p Jeopardy	CM	630-7p M-----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$2,500.00			2.50			
E 23	KXTV	10/23/12	10/23/12	M-F 630-7p Jeopardy	CM	630-7p -T-----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1		\$2,500.00			2.50			
E 24	KXTV	10/24/12	10/24/12	M-F 630-7p Jeopardy	CM	630-7p --W----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1		\$2,500.00			2.50			
E 25	KXTV	10/25/12	10/25/12	M-F 630-7p Jeopardy	CM	630-7p ---T---	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1		\$2,500.00			2.50			
E 26	KXTV	10/19/12	10/19/12	M-F 630-7p Jeopardy	CM	630-7p ----F--	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1		\$2,500.00			2.50			
E 27	KXTV	10/24/12	10/24/12	Wed Prime A Middle/Suburgatory	CM	8-9p --W----	:30	1	\$2,400.00	P-4	3.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1		\$2,400.00			3.00			
E 28	KXTV	10/19/12	10/19/12	Fri Prime A Shark Tank	CM	8-9p ----F--	:30	1	\$2,700.00	P-2	3.10	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1		\$2,700.00			3.10			
E 29	KXTV	10/22/12	10/22/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p M-----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$1,500.00			2.00			
E 30	KXTV	10/23/12	10/23/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p -T-----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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E 30	KXTV	10/23/12	10/23/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- T- - - - -	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- T- - - - -		1				\$1,500.00		2.00			
E 31	KXTV	10/24/12	10/24/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- - W- - - -	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - W- - - -		1				\$1,500.00		2.00			
E 32	KXTV	10/25/12	10/25/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- - - T- - -	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - T- - -		1				\$1,500.00		2.00			
E 33	KXTV	10/19/12	10/19/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- - - - F- -	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - F- -		1				\$1,500.00		2.00			
E 34	KXTV	10/20/12	10/20/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- - - - - S-	:30	1	\$1,500.00	P-3	1.70	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1				\$1,500.00		1.70			
E 35	KXTV	10/21/12	10/21/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	- - - - - S	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S		1				\$1,500.00		2.00			
E 36	KXTV	10/24/12	10/24/12	M-F 107xm-139xm M-F 107x-139x	CM	107am-139am	- - W- - - -	:30	1	\$250.00	P-3	0.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - W- - - -		1				\$250.00		0.40			
E 37	KXTV	10/25/12	10/25/12	M-F 107xm-139xm M-F 107x-139x	CM	107am-139am	- - - T- - -	:30	1	\$250.00	P-3	0.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - T- - -		1				\$250.00		0.40			
Totals													52	\$50,655.00	